MKH New Brand Identity

Logo Rationale: Strengthening MKH's Identity Through Meaningful Design

MUDIK KE HULU

The new **MKH logo** is more than just a visual refresh. it is a **strategic rebranding effort** to communicate MKH's values, mission, and direction in a powerful and unified way.



Every element in the design carries intentional meaning.



designed to reflect our commitment to transformation.



support, and spiritual growth.

Why This Change Matters?

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A NEW JOURNEY

MKH

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Stronger Brand Alignment: The new logo better reflects the heart of our work and speaks directly to our audience, those seeking meaningful change.

Greater Impact: It creates a visual identity that is memorable, emotionally resonant, and symbolically powerful.

Future-Ready: This rebranding positions MKH to grow into a modern, visionary initiative and embracing digitalisation, while staying rooted in our core values.

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The Color: Navy Blue as a Mark of Trust



Trust, Loyalty, Sincerity, & Depth:
The use of **navy blue** is deliberate, associated with these qualities.



Emotional & Spiritual Safety Net:
It communicates the dependable nature of our services and the safety net MKH provides.



Empathetic & Authentic Program:
This color reinforces MKH's identity as dedicated to supporting each individual on their journey.

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The ‘M’ – Choosing the Right Path



Upward and Rightward Movement: Illustrates a journey toward improvement, a conscious decision to change, grow, and heal.



The Hijrah Journey: Symbolizes a spiritual migration towards something better. It visually represents MKH as a beacon of progress and spiritual renewal.



Core Value of Muhasabah: A reminder that meaningful change begins with sincere self-reflection and the courage to grow from within.

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The ‘K” – Rising After Hardship

Upward Curve of Resilience: Represents resilience and rebirth after personal trials, symbolizing an upward trajectory.

Overcoming Adversity: Directly connects to MKH’s work of assisting individuals in overcoming emotional, social, or spiritual adversity.

Safe Space and Companion: Positions MKH as a safe space and a trusted companion in the healing process.

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The ‘H” – Stability and Faith



The “H” stands tall and firm, reflecting **groundedness, strength**, and **stability**.



It anchors the logo visually and symbolically in **faith** and **purpose**, two values central to MKH’s ethos.



It also assures our stakeholders that MKH is **reliable, trustworthy**, and **principled** in our approach and programs.